RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 24, 1997

RJR Account #094931
Mr. E. Bush
MID-VALLEY CANDY

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Ed:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 30 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	WINSTON	#/ (6M) Cases
UPC Code	Brand Style	B1G1F
12300-24091	*Box*	4
12300-24092	*Light Box*	4

Product / Premium Arrival:	July 14, 1997
Ship Date to Retail:	Week of: July 28, 1997
SKU CUBE:	1.4360
SKU WT (w/o Product):	3.7500 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$998.70
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/jkvn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkvn0000

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New package deal on New Winston.

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out

- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic

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Source: https://www.industrydocuments.ucsf.edu/docs/jkvn0000

#700465

WHOLESALER PACKING INSTRUCTIONS

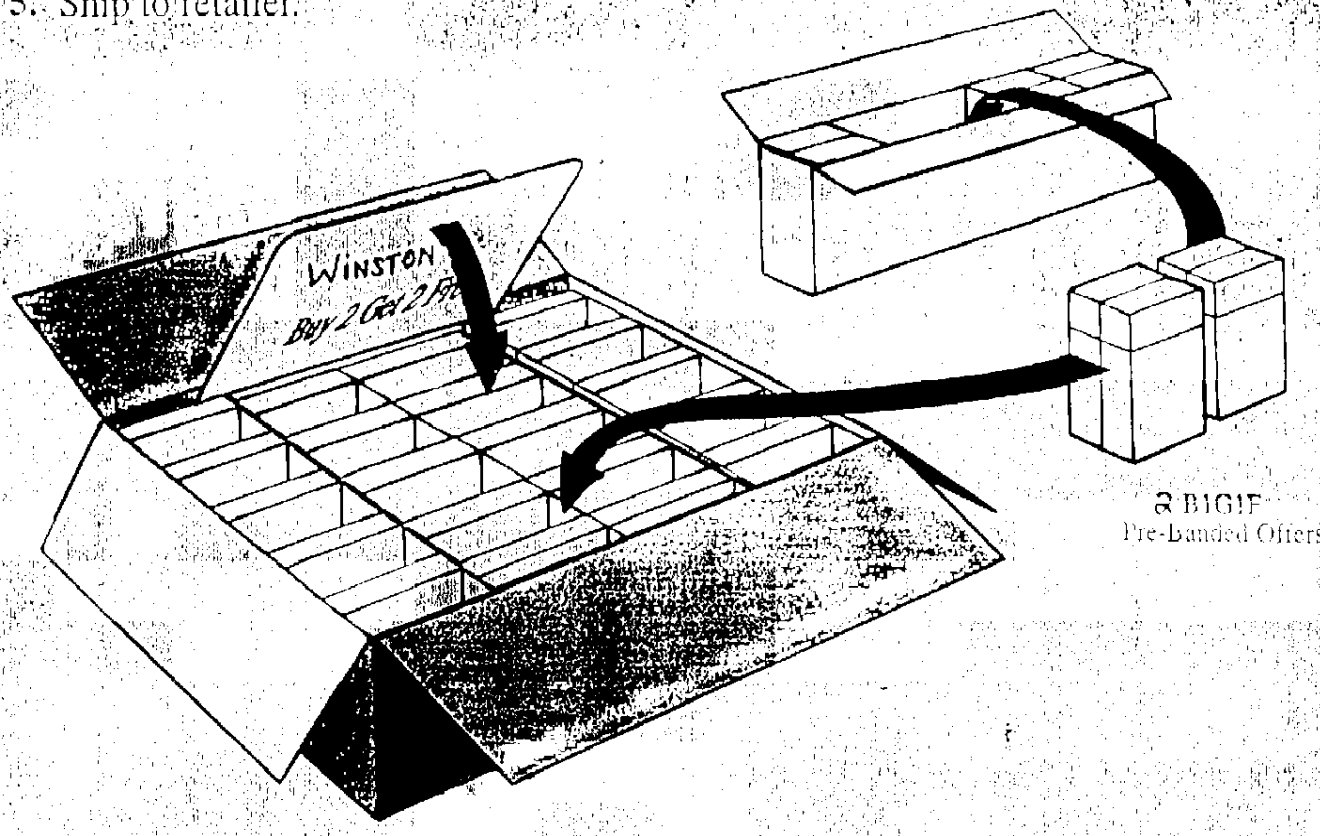
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" Offers.



2 B1G1F Pre-Banded Offers

Item: # 526982
Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON LT Box				
Number of Cartons	4	4				

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WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2P
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1					(717)869-1287
162204	162223	185622	VALLEY FARM MARKET	STATE & MAIN ST	NICHOLSON	PA	18446	1			68379		(717)942-6944
162204	162224	269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1					(717)265-2096
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1					(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1					(717)785-3553
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1					(717)586-3406
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1					(717)281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1					(717)587-2334
162209	162222	184184	LEWIS MARKET	RT 390	MOUNTAINHOME	PA	18342	2					(717)595-7161
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	2					(717)342-1214
162209		185916	SCOTTS ST◆RE	801 MULBERRY ST	SCRANTON	PA	18503	1					(717)342-7472
162209	162223	237497	C-PLUS MINI MART	202 BETTY ST	EYNON	PA	18403	2		0108-0000			(717)876-6410
162209	162223	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1					(717)344-4001
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1					(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	2					(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1					(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101			(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1					(717)587-3644
162209	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	1					(717)343-3393
162209	162223	735459	CONVENIENT FOOD MAR	#3020	SCRANTON	PA	18504	1					(717)342-0372
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1					(717)343-1237
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1					(717)421-7580
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	2					(717)343-8991
173806	173820	664252	BRENNANS TRUCK PLAZ	RT. 339 AND I 80	MIFFLINVILLE	PA	18631	1					(717)759-0695

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 29

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 29

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/30/97

ACCOUNT NUMBER: 094931
VOUCHER NUMBER: 15363201
DATE WRITTEN: 07/30/97
STATUS: PAID
AMOUNT PAID: 56.00

MID-VALLEY CANDY
900 LILLIBRIDGE ST
PECKVILLE , PA 18452

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465/J. MCLEAN

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Source: https://www.industrydocuments.ucsf.edu/docs/jkvn0000